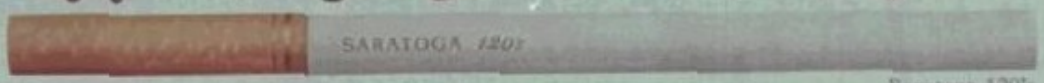
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 111—Ad No. 2 (Heckel)—Plate 1—Req. No. 10665—1 page—4/c bleed—(7⅝ x 10¼ in.)—National Magazines, 1975
Printed in U.S.A.

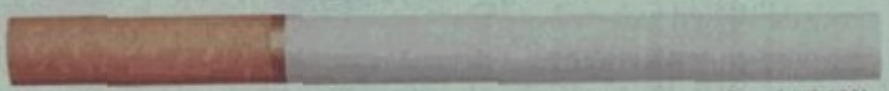
New from Philip Morris.

# Saratoga 120's.

## Enjoy smoking longer without smoking more.




Saratoga 120's



Standard 100's

**That's the Saratoga idea.**

**More puffs than 100's.** Longer and slimmer than 100's for extra smoking time and pleasure, without smoking *more cigarettes.*

**Priced no more than 100's.** Rich, full-flavor cigarettes made from fine tobaccos.

**More than just a new brand.** Saratoga 120's are a whole new idea in smoking pleasure. Look for them in the new 120 mm crush-proof box.

"It's about time. *An increase in something* besides price."

17 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwn0003

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